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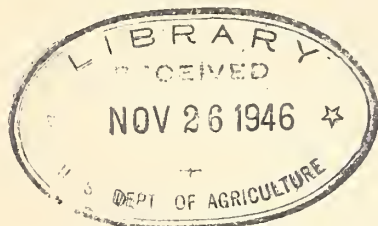
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Excerpt from a radio talk by
W. W. Vincent, Chief, Western District,
Food and Drug Administration, U. S.
Department of Agriculture, delivered
through KGO, San Francisco, and asso-
ciated N.B.C. stations, January 8, 1931.

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HOW TO READ THE LABEL

Vegetable Oils

Today I will tell you something of vegetable oils, one of our most valuable food products, one of the most ancient in point of usage.

What is the distinction between an oil and a fat? It is purely physical. An oil is liquid while a fat is solid or semi-solid at atmospheric temperature. All fats become oils if sufficiently heated. Their compositions are similar, that is, they are chemical combinations of fatty acids and glycerine. Nearly all vegetable oils are edible. Edible oils are obtained in three ways; first, by rendering, that is, boiling out the oil with water or steam; second, by the expression of the oil from the fruit or seed by means of pressing; third, by extraction with solvents. Some oils must be refined before use and their palatability varies with the refining accorded. Most vegetable oils, except olive oil, with which you are familiar, such as cottonseed, corn oil, sesame seed oil, and peanut oil, are usually expressed by means of hydraulic pressure. Oils obtained at the first pressing are of the best grades and need no special refining. Second and third extractions are frequently made after suitable treatment of the pressed cake or marc remaining. The refining of the oil consists of treatment with steam or boiling water, with neutralization, perhaps, of any excess acid by means of alkali. Any suspended fruit or vegetable particles, resins, albumons, or mucilaginous substances, are largely removed by pressure filters. Many oils are clarified by passing through Fuller's Earth or over charcoal.

The term, "Salad Oil," includes any of the edible vegetable oils. If you desire olive oil, corn oil, or cottonseed oil, you should purchase material so labeled. Frequently the term, "Salad Oil," is modified to show the identity of the oil within the package, for example, "Made from Winter Pressed Cottonseed Oil." The term, "Winter Pressed," formerly meant cottonseed oil pressed out in the winter time when temperatures were low. I believe the term, "Winter Pressed," has lost its former significance and now its synonymous with "Cold pressed." Such statements mean that in the refining process the oil has been cooled to such point that most of the stearins, constituents which are solid at ordinary temperatures, have separated out and been removed. Accordingly, your cottonseed oil no longer becomes cloudy in cold weather, or in the refrigerator, as was the case years ago. Remember, now, when you buy "Salad Oil" unqualified, you may receive any edible vegetable oil such as rape seed, sesame seed, peanut, cottonseed, or corn oil. You may even receive mixtures of these with perhaps some soya bean or kapok seed oils included. Some manufacturers color their oils artificially by means of coal-tar dyes. These should be labeled "Artificially Colored." Recently we have found several lots that were not so labeled.

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The term, "Sweet Oil," means olive oil, and "Virgin Olive Oil" we consider the highest grade of oil obtained from carefully-selected stock by the so-called cold pressing process which without further treatment, except that of filtering and washing with water, is ready for use as an edible oil. My friends, I am sorry that I can not tell you that all the oil sold as "Virgin Olive Oil" is of but the first pressing. Chemistry does not permit us to detect second or third pressed oils when mixed with the first. Such terms as "Extra Virgin," "Superior Quality," "Highest Quality," "World's Choicest Product" and statements to the effect the oil has been produced from certain favored districts are largely the manufacturer's selling talk. Some packers of olive oil are disposed to make health claims on their olive oil packages and such expressions as "Promotes Glowing Health," "Promotes Physical Well-being," or "Enables you to Acquire Perfect Health and the Complexion which Accompanies it" are extravagant--- they exceed the truth and are therefore unwarranted.

When you buy vegetable oils read the label. Look for the net contents statement. You will find that some of the so-called quart, half gallon and gallon cans do not contain full measure, although the dealer may say they do. A few States require the sale of only full gallons, half, or quart containers of olive oil--- but since the majority do not, it is up to you to see that you get exactly what you pay for. Your Food and Drug Administration will see that such oil as is imported or shipped in interstate commerce is of the volume labeled and that the kind of oil within the container is as specified.